

## WHAT IS CLAIMED IS:

### 1. An image display device comprising:

image display means at which a plurality of image display media are arranged side-by-side, the image display means including:

a display substrate portion having a display substrate at which a plurality of top-plane side electrodes are formed, and a top-plane side voltage applying means for applying voltage to the top-plane side electrodes;

a back surface substrate portion having a back surface substrate at which a plurality of backplane side electrodes are formed, and a backplane side voltage applying means for applying voltage to the backplane side electrodes; and

display bodies sealed between the display substrate and the back surface substrate;

control means for controlling the top-plane side voltage applying means and the backplane side voltage applying means of the plurality of image display media on the basis of image data; and

reference pixel position adjusting means for adjusting reference pixel positions such that the reference pixel positions match at the plurality of image display media, each of the reference pixel positions being determined by a reference top-plane side electrode, which is determined in advance from among the plurality of top-plane side electrodes, and a reference backplane side electrode, which is determined in advance from

among the plurality of backplane side electrodes.

2. The image display device of claim 1, wherein the reference pixel position adjusting means has:

a plurality of top-plane side reversing means provided respectively at a plurality of the display substrate portions, and reversing first wiring connections between the plurality of top-plane side electrodes and the top-plane side voltage applying means;

a plurality of top-plane side reversal switching switches provided in correspondence with the plurality of top-plane side reversing means respectively, for turning a reversal operation by the top-plane side reversing means on and off;

a plurality of backplane side reversing means provided respectively at a plurality of the back surface substrate portions, and reversing second wiring connections between the plurality of backplane side electrodes and the backplane side voltage applying means; and

a plurality of backplane side reversal switching switches provided in correspondence with the plurality of backplane side reversing means respectively, for turning a reversal operation by the backplane side reversing means on and off.

3. The image display device of claim 1, wherein the reference pixel position adjusting means has an image data reversing means which reverses the image data on the basis of an arrangement of the plurality of image display media.

4. The image display device of claim 1, further comprising position detecting means for detecting placed positions of the image display media, wherein, on the basis of the placed positions detected by the position detecting means, the reference pixel position adjusting means carries out adjustment such that the reference pixel positions match at the plurality of image display media.

5. The image display device of claim 3, further comprising position detecting means for detecting placed positions of the image display media, and on the basis of the placed positions detected by the position detecting means, the reference pixel position adjusting means carries out adjustment such that the reference pixel positions match at the plurality of image display media.

6. The image display device of claim 1, wherein the image display means is structured such that four of the image display media are arranged in two lines and two columns.

7. The image display device of claim 1, wherein the plurality of top-plane side electrodes and the plurality of back surfaces side electrodes are a simple matrix structure.

8. The image display device of claim 2, wherein the plurality of top-plane side electrodes have m row electrodes (row electrodes<sub>1-m</sub>), and the first wiring connections include m wires (first wires<sub>1-m</sub>), and the plurality of backplane side electrodes have n column electrodes (column electrodes<sub>1-n</sub>),

and the second wiring connections include n wires (second wires<sub>1-n</sub>).

9. The image display device of claim 8, wherein, when the top-plane side reversal switching switch is off, the first wires<sub>1-m</sub> correspond to the row electrodes<sub>1-m</sub> respectively, and when the top-plane side reversal switching switch is on, the top-plane side reversing means changes a state of connection such that the first wires<sub>1-m</sub> correspond to the row electrodes<sub>m-1</sub> respectively.

10. The image display device of claim 8, wherein, when the backplane side reversal switching switch is off, the second wires<sub>1-n</sub> correspond to the column electrodes<sub>1-n</sub> respectively, and when the backplane side reversal switching switch is on, the backplane side reversing means changes a state of connection such that the second wires<sub>1-n</sub> correspond to the column electrodes<sub>n-1</sub> respectively.

11. The image display device of claim 6, wherein the reference pixel position adjusting means has:

position detecting means provided at each of the image display media, for detecting placed positions of the media;

top-plane side reversing means provided at the display substrate portion of each of the image display media, for reversing first wiring connections between the plurality of top-plane side electrodes and the top-plane side voltage applying means;

backplane side reversing means provided at the back surface

substrate portion of each of the image display media, for reversing second wiring connections between the plurality of backplane side electrodes and the backplane side voltage applying means; and

another control means for controlling the top-plane side reversing means and the backplane side reversing means on the basis of results of detection of the position detecting means.

12. The image display device of claim 11, wherein the plurality of top-plane side electrodes have m row electrodes (row electrodes<sub>1-m</sub>), and the first wiring connections include m wires (first wires<sub>1-m</sub>), and the plurality of backplane side electrodes have n column electrodes (column electrodes<sub>1-n</sub>), and the second wiring connections include n wires (second wires<sub>1-n</sub>).

13. The image display device of claim 12, wherein the other control means outputs to the top-plane side reversing means, in accordance with the results of detection of the position detecting means.

14. The image display device of claim 12, wherein the another control means outputs to the backplane side reversing means, in accordance with the results of detection of the position detecting means.

15. The image display device of claim 13, wherein, when the top-plane side reversing means has not received output from the control means, the top-plane side reversing means makes the first wires<sub>1-m</sub> correspond to the row electrodes<sub>1-m</sub> respectively, and when the top-plane side reversing means has

received output from the control means, the top-plane side reversing means makes the first wires<sub>1-m</sub> correspond to the row electrodes<sub>m-1</sub> respectively.

16. The image display device of claim 14, wherein, when the backplane side reversing means has not received output from the control means, the backplane side reversing means makes the second wires<sub>1-n</sub> correspond to the column electrodes<sub>1-n</sub> respectively, and when the backplane side reversing means has received output from the control means, the backplane side reversing means makes the second wires<sub>1-n</sub> correspond to the column electrodes<sub>n-1</sub> respectively.

17. An image display device comprising:

image display means at which a plurality of image display media are arranged side-by-side, the image display means including:

a first substrate portion having a first substrate at which m row electrodes (row electrodes<sub>1-m</sub>) are formed, and a first voltage applying means for applying voltage to the row electrodes;

a second substrate portion having a second substrate at which n column electrodes (column electrodes<sub>1-n</sub>) are formed, and a second voltage applying means for applying voltage to the column electrodes; and

display bodies sealed between the first substrate and the second substrate;

control means for controlling the first voltage applying means and

the second voltage applying means of the plurality of image display media on the basis of image data; and

reference pixel position adjusting means for adjusting reference pixel positions such that the reference pixel positions match at the plurality of image display media, each of the reference pixel positions being determined by a reference row electrode, which is determined in advance from among the m row electrodes, and a reference column electrode, which is determined in advance from among the n column electrodes.

18. The image display device of claim 17, wherein the reference pixel position adjusting means has:

first reversing means provided at the first substrate portion, for reversing first wiring connections between the m row electrodes and the first voltage applying means;

a first reversal switching switch provided so as to correspond to the first reversing means, for turning a reversal operation by the first reversing means on and off;

second reversing means provided at the second substrate portion, for reversing second wiring connections between the n column electrodes and the second voltage applying means; and

a second reversal switching switch provided so as to correspond to the second reversing means, for turning a reversal operation by the second reversing means on and off.

19. The image display device of claim 18, wherein, when the first reversal

switching switch is off, the first wires<sub>1-m</sub> correspond to the row electrodes<sub>1-m</sub> respectively, and when the first reversal switching switch is on, the first reversing means changes a state of connection such that the first wires<sub>1-m</sub> correspond to the row electrodes<sub>m-1</sub> respectively.

20. The image display device of claim 18, wherein, when the second reversal switching switch is off, the second wires<sub>1-n</sub> correspond to the column electrodes<sub>1-n</sub> respectively, and when the second reversal switching switch is on, the second reversing means changes a state of connection such that the second wires<sub>1-n</sub> correspond to the column electrodes<sub>n-1</sub> respectively.